

FIG.1

10001662 101801

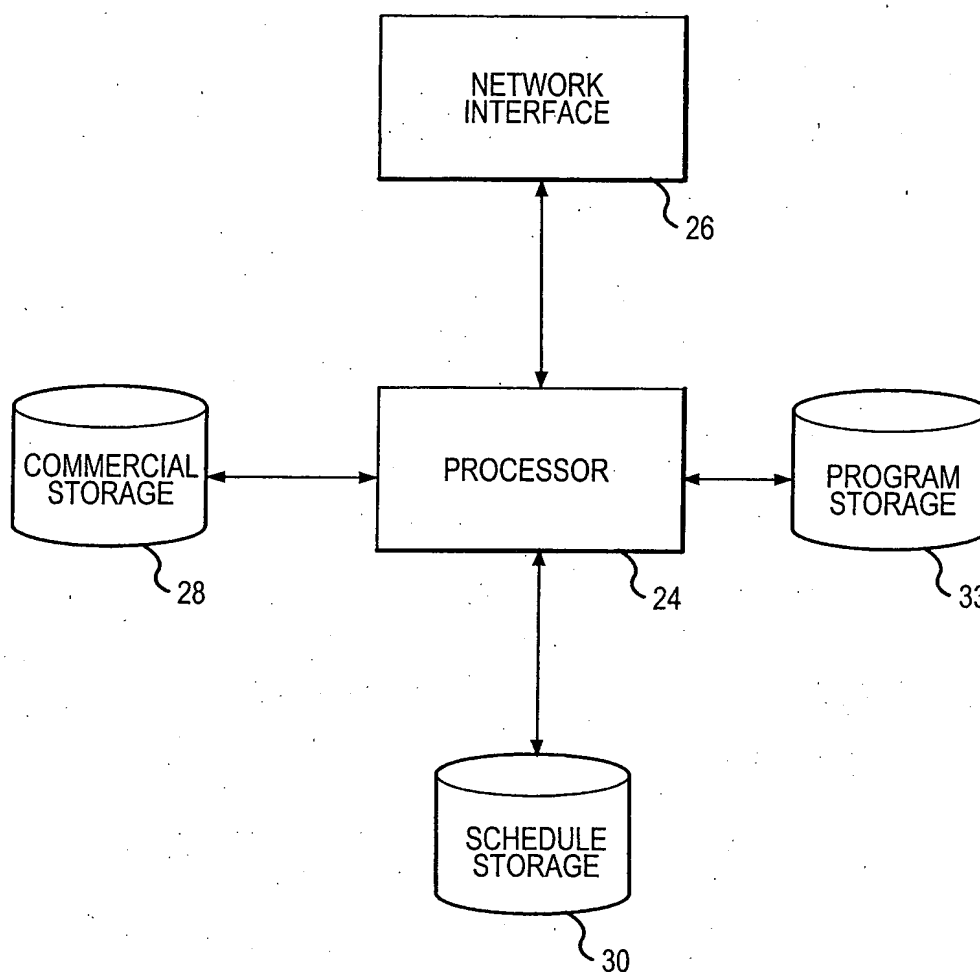


FIG.2

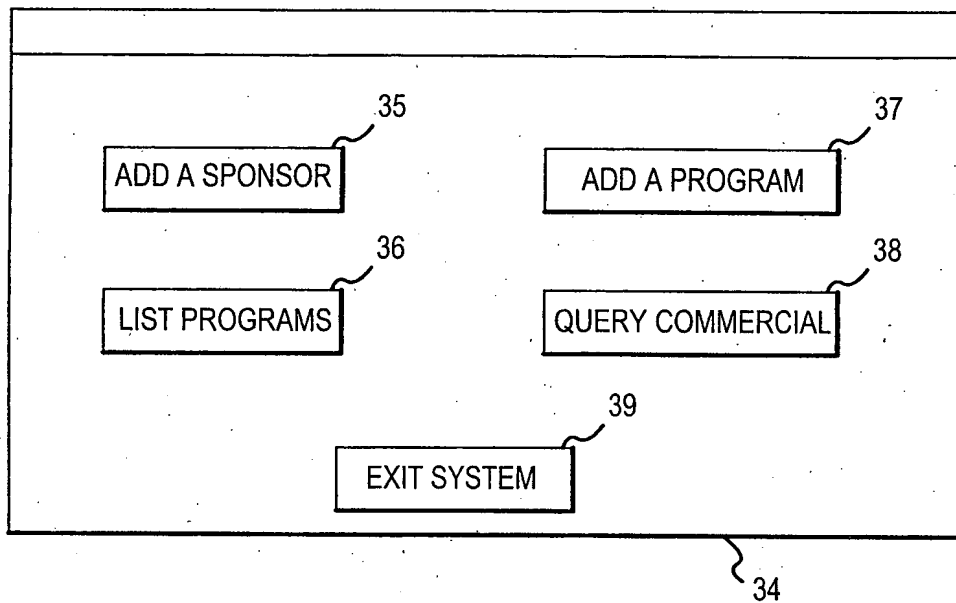


FIG. 3

FIG. 4 is a diagram of a form screen. It contains four input fields, each preceded by a label: 'SPONSOR:' followed by a box labeled 44; 'ADDRESS:' followed by a box labeled 45; 'ACCOUNT E-MAIL:' followed by a box labeled 48; and 'ACCOUNT NUMBER:' followed by a box labeled 50. Below these fields is an 'OK' button labeled 52. The entire form area is enclosed in a frame labeled 42.

FIG. 4

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PROGRAM: 56

DATE: 57

PROGRAM TYPE: 58

CHANNEL:

<input type="text"/>	▽
CNN	
CNN-HEADLINE NEWS	
FOX 31	
ABC	
MSNBC	

 60

PROGRAM START TIME: 62

PROGRAM END TIME: 64

ALLOW "AD-HOC" COMMERCIAL:

NO	▽
YES	

 66

54

FIG.5

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PROGRAM ID	DATE	DAY	CHANNEL	PROGRAM	PROGRAM START TIME	PROGRAM END TIME	PROGRAM TYPE
1	7/30/1998	THURSDAY	NBC	SUPER BOWL	19:00:00	23:00:00	LIVE
2	7/30/1998	THURSDAY	FOX	NBA-BULLS VS. NUGGETS	21:00:00	22:30:00	LIVE
3	7/30/1998	THURSDAY	ABC	DAVID LETTERMAN SHOW	99:99:99	99:99:99	PRE-RECORDED
4	7/30/1998	THURSDAY	ESPN	SOCCER-WORLD CUP (FRANCE VS. BRAZIL)	19:30:00	21:15:00	LIVE
5	7/31/1998	FRIDAY	CBS	ER	17:00:00	18:00:00	LIVE-EVERY FRIDAY
6	9/8/1998	SATURDAY	CBS	ER	17:00:00	18:00:00	LIVE-EVERY SATURDAY
7	9/8/1998	MONDAY	ABC	MONDAY NIGHT FOOTBALL	18:00:00	21:00:00	LIVE-EVERY MONDAY
8	8/10/1998	MONDAY	ABC	MONDAY NIGHT FOOTBALL	18:00:00	21:00:00	LIVE-EVERY MONDAY

CANCEL

FIG.6

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ADD DESIGNATED COMMERCIAL SLOT TO PROGRAM

PROGRAM:

DESIGNATED COMMERCIAL BREAK #: 63

COMMERCIAL BREAK START TIME: 65

COMMERCIAL BREAK END TIME: 67

FIG.7

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TYPE OF COMMERCIAL:

AD-HOC

70

SUBMIT

CANCEL

FIG.8

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PROGRAM ID	DATE	DAY	PROGRAM	PROGRAM TYPE
1	7/30/1998	THURSDAY	SUPER BOWL	LIVE
1	7/30/1998	THURSDAY	SUPER BOWL	LIVE
2	7/30/1998	THURSDAY	NBA-BULLS VS. NUGGETS	LIVE
3	7/30/1998	THURSDAY	DAVID LETTERMAN SHOW	PRE-RECORDED
4	7/30/1998	THURSDAY	SOCCER-WORLD CUP (FRANCE VS. BRAZIL)	LIVE
5	7/31/1998	FRIDAY	ER	LIVE-EVERY FRIDAY
6	9/8/1998	SATURDAY	ER	LIVE-EVERY SATURDAY

CANCEL

FIG.9

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PROGRAM:

DATE: DAY: PROGRAM TYPE:

DESIGNATED COMMERCIAL BREAK #:

COMM ERCIAL ID	COUNTRY	STATE	CITY	AGE GROUP	SPONSOR	AD START TIME	RUNNING TIME	AVA START TIME	REMAIN ING TIME	NEXT COMM ID
7	USA	CO	DENVER		BRAND A	21:10:00	60	21:10:00	119	NIL
8	USA	IL	CHICAGO		BRAND B	21:10:00	30	ANY	0	10
10	USA	IL	CHICAGO		BRAND C	21:10:30	30	ANY	0	NIL
11	REST OF WORLD				BRAND D	21:20:00	60	ANY	0	NIL

ADD A DESIGNATED COMMERCIAL FOLLOWING
COMMERCIAL ID:

75

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FIG.10

76

SPONSOR:

80

PROGRAM:

DATE: DAY:

COUNTRY: STATE:

AGE GROUP:

CITY:

DESIGNATED COMMERCIAL BREAK#:

AD START TIME: RUNNING TIME:

DATA FILE:

79

FIG.11

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PROGRAM ID	DATE	DAY	PROGRAM	PROGRAM TYPE
1	7/30/1998	THURSDAY	SUPER BOWL	LIVE
2	7/30/1998	THURSDAY	NBA-BULLS VS. NUGGETS	LIVE
4	7/30/1998	THURSDAY	SOCCER-WORLD CUP (FRANCE VS. BRAZIL)	LIVE
7	8/31/1998	MONDAY	MONDAY NIGHT FOOTBALL	LIVE-EVERY MONDAY
8	8/16/1998	MONDAY	MONDAY NIGHT FOOTBALL	LIVE-EVERY MONDAY

CANCEL

FIG.12

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PROGRAM:

DATE: DAY: PROGRAM TYPE:

AD-HOC BREAK #: TYPE OF COMMERCIAL BREAK #:

COMMERCIAL ID	COUNTRY	STATE	CITY	AGE GROUP	SPONSOR	RUNNING TIMER	NEXT COMM ID
21	USA				BRAND F	30	23
22	REST OF WORLD				BRAND G	30	NIL
23	USA				BRAND H	30	NIL

ADD AN AD-HOC COMMERCIAL FOLLOWING COMMERCIAL ID:

84

FIG.13

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SPONSOR:

PROGRAM:

DATE: DAY:

COUNTRY: STATE:

CITY:

AGE GROUP:

TYPE OF COMMERCIAL BREAK:

AD-HOC BREAK#:

DATA FILE:

88

FIG.14

PROGRAM	CHANNEL	PROGRAM ID	DATE	PROGRAM TYPE	PROGRAM START TIME	PROGRAM END TIME	
SUPER BOWL	NBC	1	7/30/98	LIVE	11:00:00	13:30:00	YES
NBA-BULLS VS. NUGGETS	LOCAL	2	7/30/98	LIVE	12:00:00	15:00:00	YES
DAVID LETTERMAN SHOW	CBS	3	X/X/XX	PRE-RECORDED	99:99:99	16:00:00	NO
SOCCER-WORLD CUP	ESPN	4	7/30/98	LIVE	16:00:00	19:00:00	YES

FIG.15

PROGRAM ID	DESIGNATED COMMERCIAL BREAK	COMMERCIAL BREAK START TIME	COMMERCIAL BREAK END TIME
1	1	11:30:00	11:32:00
1	2	12:00:00	12:02:00
2	1	13:45:00	13:46:00
3	1	15:00:00	15:03:00
4	1	16:45:00	16:47:00

FIG.16

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COMMERCIAL ID	FILE	SPONSOR	RUNNING TIME	COMMERCIAL TYPE	BROADCAST CRITERIA	CHARGES
1	DATA.FILE.1	BRAND A	00:30	DESIGNATED	USA	\$1000
2	DATA.FILE.2	BRAND B	01:00	DESIGNATED	USA	\$2000
3	DATA.FILE.3	BRAND C	01:00	DESIGNATED	USA	\$2000
4	DATA.FILE.4	BRAND D	01:00	DESIGNATED	REST OF WORLD	\$2000
5	DATA.FILE.5	BRAND E	01:00	DESIGNATED	REST OF WORLD	\$1000
6	DATA.FILE.6	BRAND F	00:30	DESIGNATED	USA	\$2000
7	DATA.FILE.7	BRAND A	01:00	DESIGNATED	USA.COLORAD.DENVER	\$1000
8	DATA.FILE.8	BRAND H	00:30	DESIGNATED	USA	\$1000
9	DATA.FILE.9	BRAND B	00:30	DESIGNATED	USA.ILLINOIS.CHICAGO	\$2500
10	DATA.FILE.10	BRAND C	00:30	DESIGNATED	USA.ILLINOIS.CHICAGO	\$2000
11	DATA.FILE.11	BRAND D	01:00	DESIGNATED	REST OF WORLD	\$2000
12	DATA.FILE.12	BRAND L	00:30	DESIGNATED	USA.2-12	\$1000
13	DATA.FILE.13	BRAND M	01:00	DESIGNATED	USA.TEENAGER	\$1000
14	DATA.FILE.14	BRAND N	01:00	DESIGNATED	USA.TEENAGER	\$1000
15	DATA.FILE.15	BRAND O	00:30	DESIGNATED	USA.45-	\$1000
16	DATA.FILE.16	BRAND P	00:30	DESIGNATED	REST OF WORLD	\$1000
17	DATA.FILE.17	BRAND Q	01:00	DESIGNATED	USA	\$1000
18	DATA.FILE.18	BRAND R	01:00	AD-HOC	WHOLE WORLD	\$2000

FIG.17

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PROGRAM ID	COMMERCIAL BREAK	COMMERCIAL ID	COUNTRY	STATE	CITY	AGE GROUP	NON COMMERCIAL ID
1	1	X	USA				2
1	1	1	USA	COLORADO			2
1	1	2	USA				6
1	1	6	USA				NIL
1	1	4	REST OF WORLD				5
1	1	5	REST OF WORLD				NIL
1	2	3	USA				17
1	2	13	USA			TEENAGER	14
1	2	14	USA			TEENAGER	NIL
1	2	17	USA				NIL

FIG.18

PROGRAM ID	COMMERCIAL ID	DATE	COUNTER
1	1	7/30/98	358.913
1	2	7/30/98	345.554
1	6	7/30/98	350.144
1	4	7/30/98	1.853.243
1	5	7/30/98	1.550.672
1	3	7/30/98	402.552
1	11	7/30/98	401.665
1	13	7/30/98	1.750.587

FIG.19

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IP ADDRESS	PROGRAM ID	PLAYER STATUS	LOGIN ID	COUNTRY	STATE	CITY	AGE GROUP
236.82.18.4	3	PLAYING	JDOE1	USA	CO	DENVER	2-12
100.92.98.14	3	PLAYING	JDOE2	USA	WA	SEATTLE	TEENAGER
976.10.98.1	3	PLAYING	JDOE3	USA	NY	NEW YORK	20-45
455.72.128.3	3	PLAYING	JDOE4	USA	AZ	PHOENIX	RETIREE
236.192.8.2	3	PLAYING	JDOE5	UK	BM	LONDON	45-
100.92.98.14	6	PLAYING	JDOE6	BRAZIL	RO	RIODEJANERIO	20-45
976.10.98.1	2	PLAYING	JDOE7	USA	ID	BOISE	45-

FIG.20

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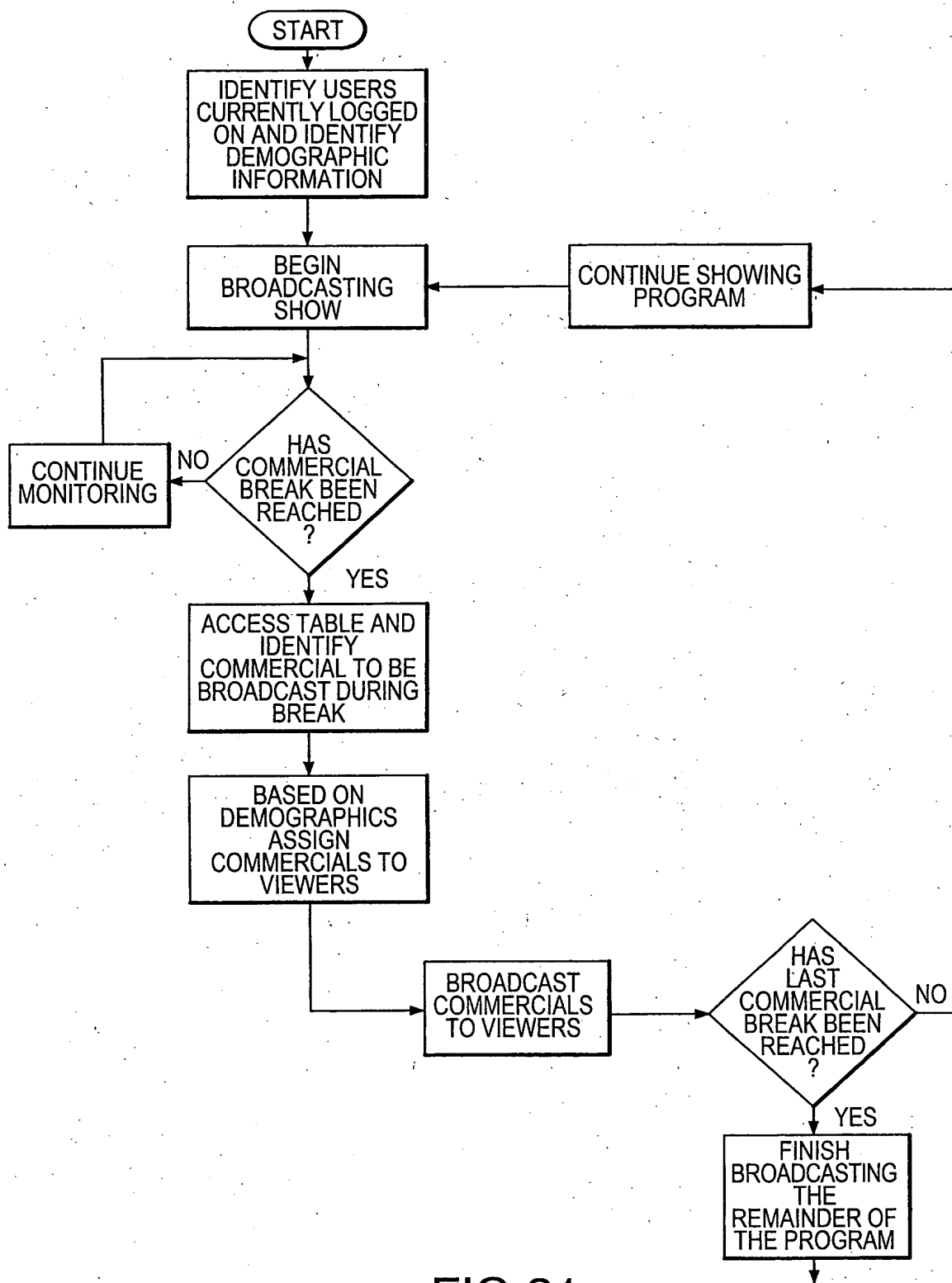
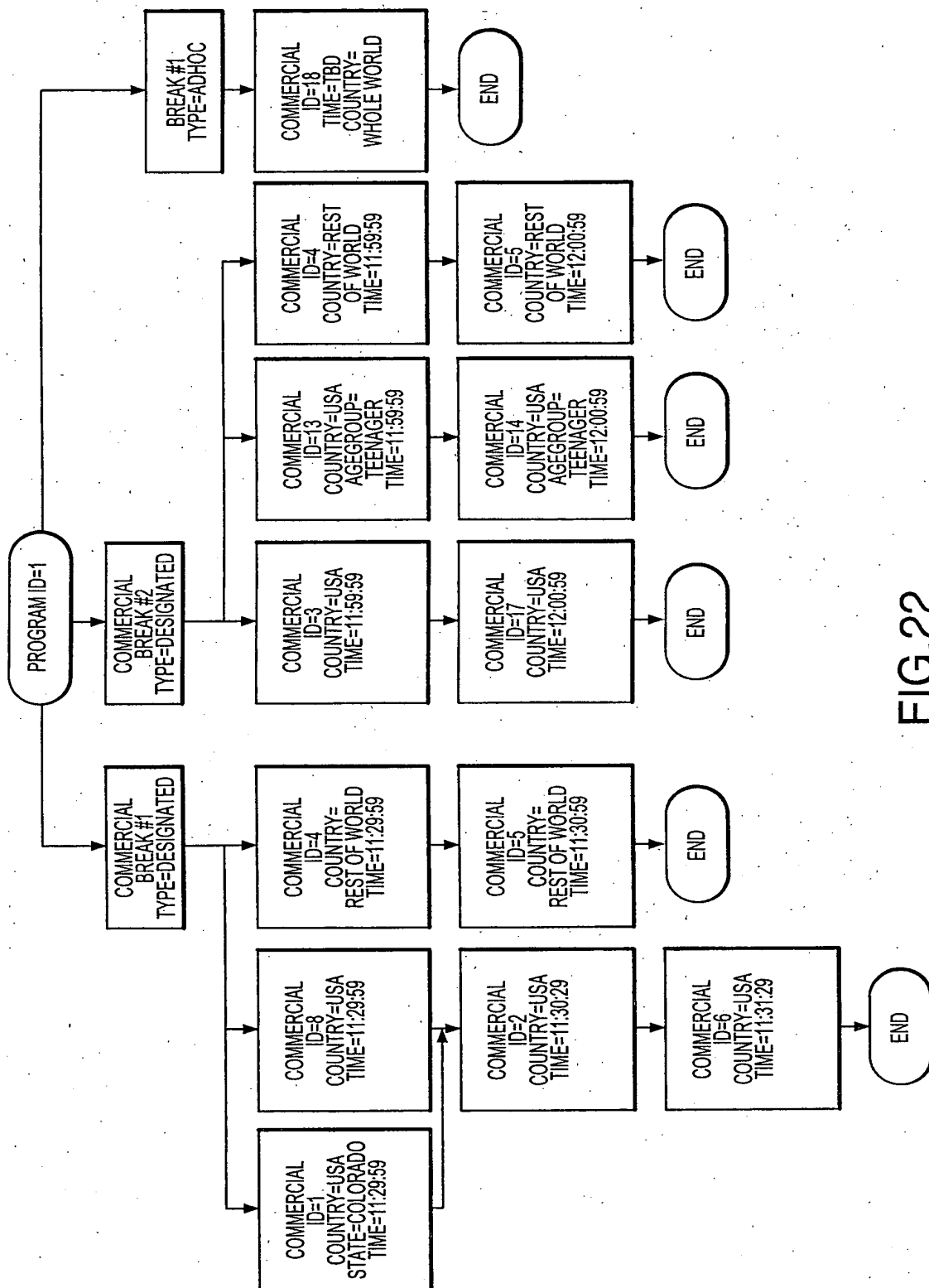


FIG.21

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FOI b7E b7C b7D



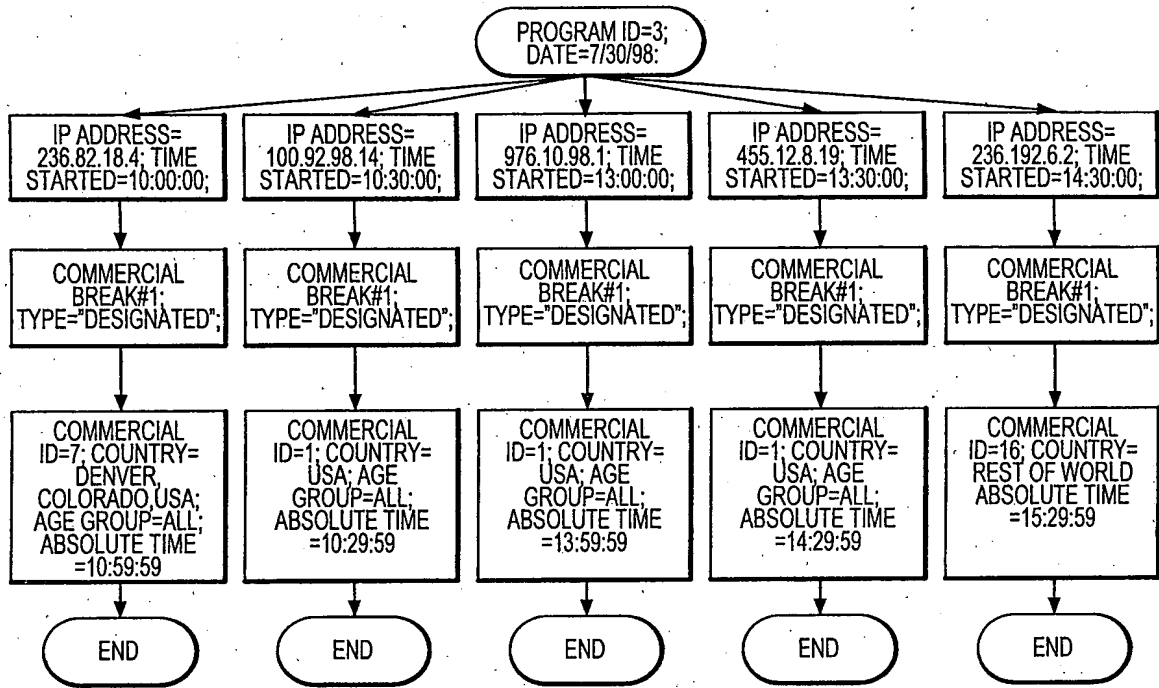


FIG.23

10001662.101201